

ABSTRACT

Marketing methods, and articles of manufacture are described. According to one aspect, a marketing method to image forming device users includes providing a consumable usable in an image forming device to form hard images and usable to enable a marketing function with respect to image forming device users; making available the marketing function to other parties apart from
5 a provider of the consumables; receiving an indication regarding a desirous party to utilize the marketing function; enabling a marketing function for the desirous party using the consumable; and initiating the marketing function after the enabling.